

STATE OF SOUTH DAKOTA CLASS SPECIFICATION

Class Title: Information Supervisor

Class Code: 11724

A. Purpose:

Serves as the communications manager for a department and its varied programs by directing and managing communication efforts as the agency's responder to public and media inquiries, by directing the development of information campaigns and publications, by conducting the business of the information program, by directing continued development of electronic media resources, and by supervising information program staff.

B. Distinguishing Feature:

Information Supervisors administer a department's information program and supervise information staff.

Information Officers prepare and implement complete information project plans and budgets, and work independently with minimal oversight from supervisors; and work in agencies where there is no Information Supervisor.

C. Functions:

(These are examples only; any one position may not include all of the listed examples nor do the listed examples include all functions that may be found in positions of this class.)

1. Directs a department's information program, and oversees planning and development of promotional and informational products to ensure the most creative and effective outputs.
 - a. Develops and directs agency communication methodologies, both traditional and electronic.
 - b. Administers an annual budget and monitors budget expenditures to maintain fiscal responsibilities while providing adequate funding for communication projects.
 - c. Negotiates contracts for services.
 - d. Directs development of informational materials by other staff.
 - e. Manages the department's web site and works with staff to develop new content.
 - f. Coordinates joint informational efforts with other state agencies and organizations.
 - g. Coordinates with gubernatorial staff for approval of information products for special situations.
 - h. Directs information campaigns for agency programs and initiatives.
2. Manages the department's media communications to ensure responses are appropriate and in accordance with department interests and policies.
 - a. Identifies and assigns appropriate staff to respond to inquiries, and approves their responses prior to publication or presentation.
 - b. Provides guidance in development of informational materials for media, and reviews and approves products.
 - c. Works with media to solicit coverage of department programs and concerns, and to generate interest and participation in innovative marketing opportunities.
 - d. Develops and enforces agency policies and procedures regarding media contacts.
 - e. Serves as the department's liaison with advertising agencies on media contracts.
 - f. Manages communications for special projects.
3. Supervises subordinate staff to maintain work flow and meet production deadlines, quality standards, and department and public information needs.
 - a. Interviews and selects staff.

- b. Provides training, assigns work and sets priorities, and monitors and directs work.
 - c. Approves leave requests.
 - d. Investigates staff problems and recommends disciplinary action.
 - e. Conducts performance reviews and completes performance documents.
4. Supervises and participates in planning, writing and editing magazines, pamphlets, news releases, brochures, fliers, correspondence and audiovisual programs to maintain high technical and esthetic standards in departmental promotional and informational material.
 5. Represents the department as a spokesman in public and industry forums to provide leadership and technical resources in a variety of educational and informational endeavors.
 6. Performs other work as required.

D. Reporting Relationships:

Reports to a program administrator. Supervises Information Specialist and Information Assistant, other professional staff, and clerical staff.

E. Challenges and Problems:

Challenged to ensure production and dissemination in a timely manner of accurate printed, visual, and electronic information that conforms to departmental policies; to meet publication deadlines; to produce informational or promotional materials that reflect positively on the department within budgetary constraints; and to plan and disseminate a total communication program to positively impact the public. The incumbent is also challenged to accurately interpret and communicate rules, regulations and laws to the public and media, to deal effectively with diverse programs within the department, and to work creatively to establish better ways to inform, educate and influence the public and the media.

Problems include prioritizing requests within funding limitations; developing promotional products that accommodate varying interests; providing quick and appropriate responses which are time-sensitive and crisis-oriented and in accordance with department policies; keeping current with web technology sufficient enough to coordinate department needs with programming efforts; finding operating funds for major initiatives; determining priority of publishing, programming, and other initiatives; finding additional workers and free-lancers to accomplish publishing ventures; motivating overworked staff to maintain quality on a relentless schedule; identifying and cultivating new sources of funding and qualified contractors.

F. Decision-making Authority:

Decisions include determining which projects will generate the most interest and do the most good for the department; approval of program elements, budgets, and materials; timing and distribution of media materials; acceptance or rejection of materials developed under contract; content and organization of the department's web site; the most appropriate method of disseminating information in each circumstance; standards and operating procedures for information projects and the information program overall; selection of designers and printers; which private and public funding sources to access; approval of expenditures; and approval of marketing and advertising plans.

Decisions referred include approval of atypical budget expenditures, approval of the content and timing of informational releases on high-profile releases, final approval of budget, resolution of disputes among programs with conflicting interests, approval of policies and proposed

legislation, approval of plans for long-term fund-raising, and sensitive issues relating to donors and authors.

G. Contact with Others:

Daily contact with program staff to advise, direct, and assist with communications campaigns, materials, and projects; with executive managers to advise on communications issues; and with the general public and civic organizations to respond to requests for information and assistance; weekly contact with state, local, and national media to solicit coverage of department issues and concerns and to respond to direct inquiries; and with industry-related resources to share promotional efforts, to provide technical assistance with project development, and to provide informational and educational materials and workshops; and monthly contact with other agencies to provide assistance with educational, informational, and marketing efforts and to coordinate joint releases; and with contracted experts to oversee and guide the development of publications.

H. Working Conditions:

Works in a typical office setting.

I. Knowledge, Skills and Abilities:

Knowledge of:

- the principles and techniques of journalism as they relate to writing, editing, illustration, production, and distribution of publications;
- mass communication, media resources, and marketing;
- grant writing and fund raising;
- copyright laws and other legal issues related to publishing;
- fiscal and personnel management.

Ability to:

- direct and coordinate research, writing, editing, illustration and dissemination of communication materials;
- think critically;
- communicate information clearly and effectively;
- establish and maintain effective working relationships with media resources, other agencies, and the public;
- supervise.